

| APPENDIX 1: SE Conditions of Grant January 2025 – March 2026 | Measurement of success | By When | Progress reporting requirements | Comments |
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| <p>CONDITION 1: Carried forward from last funding period: To offer a FREE Listing on SE website through SDC/ WDC to relevant business across the sector on WDC /SDC business rates databases.</p> | Free listing in place | By 31/01/25 | 31/01/2025 | <p>Free Listing is a priority to offer maximum support to hospitality businesses at a time when faced with increased costs and reduced rates relief. This has been outstanding for 2 years. The mechanics for this are set up, so we just need relevant copy to launch/promote, which I will provide in early January.</p> <p>Resource within SE is required to add the listings once they have been submitted.</p> |
| <p>CONDITION 2: Carried forward from last funding period: To achieve the net membership targets (below) as set in the last two-year business plan. Retention rates to increase to achieve net growth in membership. To give membership breakdown as follows:</p> <p>Bronze x 80, Silver x 50, Gold/Strategic x 14, Total of 144 members for 2025 Free listings of 80% of eligible businesses across SE area. To achieve 13% increase in membership income to £80,000 (NB: This condition may need to be reviewed as work with LVEP progresses towards single membership offer across DC and SE)</p> | To achieve membership numbers of 144 or to at least achieve 13% increase in membership income to £80,000 per annum | By 31/03/26 | Quarterly at SE Board Meetings | <p>Linked to above condition. Free listing exercise will give opportunities to upsell membership and grow membership numbers. SE has advised that Membership income is currently £70,803.99 and it may be easier to measure membership in terms of revenue. If the increase is applied to increase membership income across Gold and Strategic Partners a target of £80,000 could be applied representing an increase of 13%</p> |
| <p>CONDITION 3: To work with LVEP Partners WCC and Destination Coventry to deliver against the LVEP Growth Plan and Destination</p> | Relevant actions within LVEP and SE plans achieved | To be reviewed by end of Q1 2025 | 31/03/2025 | Condition to be reviewed if separate SE Business Plan required. Work is ongoing with the Growth Plan and the DMP. An update will be given at Q1 |

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| <p>Management Framework (DMP) as part of LVEP Partnership and to report back to SE Board. In particular, the resourcing planning exercise between partners needs to be completed as a priority in Q1 2025.</p> <p>(NB: If SE Board decide to develop their own Business Plan in addition to LVEP Plans then this needs to be developed within first quarter of 2025)</p> | | | | |
| <p>CONDITION 4: To fully implement social media strategy to increase engagement across all social media channels across all main towns/centres in both SDC and WDC areas.</p> <p>Activity to be monitored and reported upon quarterly to SE Board via the new metrics report dashboard.</p> <p>Targeted social media campaigns to be undertaken each quarter across all channels in each district to cover all main towns/centres maximising opportunities in calendar and specific events happening in towns e.g. Halloween – ghost walks, heritage sites in all relevant towns.</p> <p>Based on current achievements aim to increase followers, impressions and engagement across accumulated data on FaceBook, Instagram, Twitter/X and LinkedIn by approx. 25% across the board as follows:</p> | <p>Increase social media activity across all channels by 25% as follows: to achieve over 50K followers by 31/03/2026 to achieve 5.375m impressions by 31/03/2026 to achieve 310K engagements by 31/03/2026</p> | <p>By 31/03/26</p> | <p>Presented at Quarterly SE Board meetings</p> | <p>Target based on current measurements as detailed below: Followers have increased: 40,605 -> 50,760 so 25% increase in target is acceptable.</p> <p>Impressions: 7.5M figure is based on the last 3 months = 1.6M, but average 3 month period over the last 12 months was 650k = 2.6M over a 12 month period. Given that the 1.6M figure was taken from a busy period (July-Sept) expectation that there will be some lower months due to seasonal fluctuation. $2.6M + 25\% = 3.25M$, so SE have suggested to meet in the middle at 5.375M.</p> <p>Engagements: Similar to the above, the figure is based on the last 3 months, and not the last 12 months, which gives a better reflection of seasonal fluctuations (plus 300k + 25% = 375k). $204k + 25\% = 255k$. SE happy to meet in the middle at 310k.</p> |

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| <p>- to achieve over 50K followers by 31/03/2026 to achieve 5.375m impressions by 31/03/2026 to achieve 310K engagements by 31/03/2026</p> | | | | |
| <p>CONDITION 5: To maintain the number of press releases issued and press coverage regionally, nationally and internationally maximising PR opportunities through LVEP and WMGC media channels. Press releases to be spread evenly across WDC and SDC districts giving exposure to all main towns.</p> | <p>Maintain number of press releases issued and press coverage in media. Condition to be confirmed subject to funding but suggest status quo of 70 press coverage articles and 20 press releases. TBC.</p> | <p>By 31/03/26</p> | <p>Presented at quarterly SE Board Meetings</p> | <p>SE has had 74 pieces of press coverage from Oct 23 - Sept 24 (latest 12 month period), with 22 press releases. To increase by 10%, SE would need to hit targets of 82 (+10.8%) pieces of coverage and 25 (+13.6%) press releases. SE has advised that due to the reduced funding, PR is an area earmarked for cost savings so this target will have to be confirmed once discussions have taken place with the PR agency.</p> |
| <p>CONDITION 6: To collate information from Visit Britain/ Visit England, WMGC/ WMCA and other research sources to form a report to the LVEP/ SE Boards on visitor numbers (domestic and international) dwell time, visitor spend and number of people employed in the industry. Industry performance to be measured in a return to pre-COVID stats and to show 10% growth on all measures as evidenced through the above sources by the end of funding period. (NB: nationally available visitor figures have a one-year lag time).</p> | <p>Return to 2019 figures by March 2025 and 5% increase by March 2026 in numbers of visitors, spend and number of sector employees. % of increase in visitors to be confirmed through consultation with VB/VE once updated statistics are available.</p> | <p>By 31/03/26</p> | <p>Presented annually when figures are available</p> | <p>Maximise opportunities for industry intel from WMGC, LVEP and VB/VE Assume 5% growth in visitor numbers, this may not be achieved in current economic climate and further confirmation will be sought for VE/VB. The following figures were achieved from the most recent research: 2023 Figures for South Warwickshire: Day Trips Volume (8.9M): -7% vs 2019-1% vs 2022Day Trips Value (£368M):-4% vs 20190% vs 2022Overnight Trips Volume (912k):-7% vs 2019 -1% vs 2022 (National Average = -5%, West Midlands = -5%)Number of Nights (2.85M):-3% vs 2019+2% vs 2022Overnight Trips Value (£252M):+1% vs 2019-1% vs 2022Total Value (£784M):-3% vs 20190% vs 2022Jobs (13.8k):-4% vs 2019-5% vs 2022</p> |
| <p>CONDITION 7: Host quarterly Tourism Forums (two in each district) at locations across South Warwickshire and a minimum of 2 subject specific webinars e.g.</p> | <p>Details of events including breakdown of attendees</p> | <p>By end of 2025</p> | <p>By 31/03/26 Quarterly and annually</p> | <p>May need to offer specific business support to industry</p> |

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| <p>Customer service, maximising impact of social media, use of google analytics, sustainability, accessibility.</p> <p>Report on delegate numbers with breakdown to include private sector businesses to encourage recruitment to board members as 13 private sector companies required on board.</p> | | | | |
| <p>CONDITION 8: To maximise opportunities to be involved directly, or indirectly through LVEP/WMGC, in travel trade engagement and promotion to tour operators and the wider travel trade. To compile reports for SE/LVEP Boards on the evidence of targeted marketing and promotion of the SE area to the travel trade to include the number of FAM visits and engagements with tour operators to where possible where there has been a resultant increase the number of booked tours, increased visits and increased economic impact to the SE areas.</p> | <p>Details of activity in promoting to international audiences, either directly or indirectly. and evidence of increase in international visitors through VE/VB, TEIA and other research data.</p> | <p>By 31/03/26</p> | <p>Presented at SE Board Quarterly and annually within TEIA or other research</p> | <p>This is not directly attributed to activity solely undertaken by SE but a requirement to report on the promotion. Very difficult to measure success in this area as there is always a time lag in meeting tour operators and the tour being booked. Case studies for this might be useful. E.g. example was given on a China travel trade engagement which led to a tour further down the line.</p> |
| <p>CONDITION 9: Delivery of the two-year Sustainability Action Plan to increase the performance of SE on the GDS Index and to promote 'green tourism' accreditation to local businesses. Promotion of the area as a Green Tourism Destination in line with climate emergency declarations made by SDC and WDC working in partnership with other local sustainability groups, to deliver against strategic goals of the sustainability action plan.</p> | <p>Delivery of Sustainability Action Plan</p> <p>SE increase position on GDS index rating</p> <p>SE to achieve Green Tourism accreditation</p> | <p>By 31/03/26</p> | <p>Quarterly at SE Board Meetings</p> | <p>Sustainability Action Plan to be produced and delivered Discuss with SE what deliverables are possible against this condition</p> |

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| <p>CONDITION 10: To launch, promote and maintain a single events platform (Culture Hosts) for organisations across the South Warwickshire area with an even spread of events promoted across the WDC and SDC areas.</p> | <p>25% increase in number of events promoted with even spread across SDC and WDC areas</p> | <p>By 31/03/26</p> | <p>Quarterly to SE Board Meetings</p> | <p>Work with WDC and SDC to enable easy upload of events. Culture Hosts platform has been recently launched, and now needs promotion.</p> |
| <p>CONDITION 11: To develop an Accessibility Plan across the SE area working with organisations (e.g. AccessAble) to improve and promote accessibility to visitors and residents and working with other partners such as the WCC Skills Hub to promote inclusive employment, training and job opportunities and work experience.</p> | <p>Details of activity and evidence of number of organisations undertaking accessibility audits/ 'badging' on website entries. Addition of 10 new Accessibility Guides via AccessAble.</p> | <p>By 31/03/26</p> | <p>Quarterly at SE Board Meetings</p> | <p>Work with AccessAble to promote accessibility and badge venue listings on SE website. Currently WDC does not fund AccessAble but this activity should be covered by LVEP in the future. SE has a partnership with AccessAble (along with SDC) which currently provides:43 Detailed Access Guides,68 Summary Access Guides,5 High Street Guides. SE will continue to work with WCC Skills Hub in promoting accessible and inclusive employment & skills opportunities.</p> |
| <p>CONDITION 12: SE to lead a new tourism group incorporating the town councils so that a collaborative approach can be taken to marketing and other tourism specific issues across the region.</p> | <p>Details of activity and the towns involved</p> | <p>By 31/03/26</p> | <p>Quarterly to SE Board Meetings</p> | <p>This condition was requested to be added by SE</p> |